

APPENDIX I**AMENDED CLAIMS WITH AMENDMENTS INDICATED THEREIN
BY BRACKETS AND UNDERLINING**

1. (Twice Amended) A method [Method] for detecting [the] customer behavior due to one of projected visual and projected audiovisual messages and for detecting [the] a range of action of the projected messages, [characterized in that] wherein in a detection range [the] a number of [the] potential customers is detected in direct sequence, and in that the messages are presented to the potential customers one of visually [or] and audiovisually, and [in that the behavior of the potential customers as recipients and consumers is detected, and in that the] a number of [the] actual buyers [and] of [the] bought products is detected, and [in that] the detected [and register] numbers of the potential customers, [the recipients, of] the actual buyers and of the bought products are recorded and correlated.

2. (Twice Amended) A method [Method] as claimed in claim 1, [characterized in that] wherein the detected numbers of at least two detection ranges are centrally registered and evaluated.

3. (Amended) A method [Method] as claimed in claim 2, [characterized in that] wherein the mode of presenting the messages is centrally controlled.

4. (Twice Amended) An arrangement [Arrangement] for detecting [the] [customer] customers behavior due to one of projected visual and projected audiovisual messages and for detecting the range of action of the projected messages, [characterized in that] wherein sensors are provided being associated to at least one range for detecting [the] movements of the [recipients] customers in said range, [wherein] at least a first sensor is provided at an entry of said range for detecting in direct sequence first counting signals and at least a second sensor is provided at an exit of said range for detecting second counting signals[and], [further, in that] a display is provided for presenting messages in said range, a cash box for is provided detecting [the] bought products and a computer is provided for recording and evaluating the signals of the movements and the counting signals [for analyzing the projection and the reception data as well as] and for controlling said display.

5. (Twice Amended) An arrangement [Arrangement] according to claim 4, [characterized by] wherein two ranges connected with one another via a passage, at which at least a third sensor is provided, wherein the display is arranged in said first range and the products in said second range.

6. (Amended) An arrangement [Arrangement] according to claim 4 or 5, [characterized in that] wherein said second sensor at the exit is coupled to an electronic cash register.

7. (Amended) An arrangement [Arrangement] according to claim 6, [characterized in that] wherein said computer includes an image storage for the display.

8. (Amended) An arrangement [Arrangement] according to claim 7, [characterized in that] wherein said computer is in combination with computers of further arrangements to a central detection and evaluation unit.

9. (Amended) An arrangement [Arrangement] according to claim 4, [characterized in that] wherein a fiber optical display is employed.

10. (Amended) An arrangement [Arrangement] according to claim 4 or 9, [characterized in that] wherein the display is arranged in upright position.

11. (Amended) An arrangement [Arrangement] according to claim 4 or 9, [characterized in that] wherein the display is arranged suspended in suitable manner.

12. (Amended) An arrangement [Arrangement] according to claim 10, [characterized in that] wherein the display is arranged inclinedly.

13 .(Amended) An arrangement [Arrangement] according to claim 10, [characterized in that] wherein a plurality of displays [is] are arranged in suitable manner.

14. (Amended) An arrangement [Arrangement] according to claim 4, [characterized in that] wherein the same is cross-linked with at least a further same arrangement via a central station.

15.(Amended) An arrangement [Arrangement] according to claim 11, [characterized in that] wherein the display is arranged inclinedly.

16. (Amended) An arrangement [Arrangement] according to claim 11, [characterized in that] wherein a plurality of displays [is] are arranged in suitable manner.

17. (Amended) An arrangement [Arrangement] according to claim 12, [characterized in that] wherein a plurality of displays [is] are arranged in suitable manner.